

**DIRECTORS OF C. of C. REPORT**

(Continued From Page One)

gation on the grounds of their accomplishments. They have accomplished more in seven months than the program called for, for the entire year.

The three most important activities for the first year of the Chamber of Commerce as requested by the membership at the time of the organization were the bond issue providing for the paving of Arlington avenue and Carson street and the acquisition of a sewage disposal plant; a new high school building and a means of getting more houses built in Torrance,

and these requests are recorded in the minutes of the meetings of February 16th and 23rd and March 9th, as follows:

"From the minutes of February 16th, Mayor Proctor explained the purpose of the forthcoming bond issues and urged all members of the Chamber of Commerce to support them. 'It is absolutely necessary' he said, 'for the welfare of Torrance to have Carson street and Arlington avenue paved.'

"This educational campaign was carried on by the Chamber of Commerce with the result that Arlington avenue and Carson street are being paved."

Referring again to the minutes of the director's meeting of February 23 the secretary read of the

work they inaugurated regarding the school situation and the securing of necessary land and buildings for the rapidly growing number of Torrance children of school age.

"This activity necessitated about fifteen meetings with the school board and several meetings with individual members of the board with the following results; the school board after being apprised of our requirements, thought that five acres of land and a building to cost \$100,000.00 would be enough for us. The committee did not agree with this viewpoint and kept working with the school board until they purchased 17 1-2 acres of land and agreed to spend \$150,000 for buildings. The architects Farrell and Miller are now engaged in drawing the plans and the building will be started this fall.

"The third activity, that of providing more homes, has taken a great deal of time and thought, for as a result of a questionnaire sent out to ascertain about how many homes would be required, and at what prices, and on what terms, it developed that about 300 houses would be needed which could be sold for from three to four thousand dollars and on terms of about 10% cash and 1% per month, in view of the tremendous activity in the building line in all cities in Southern California, and the further fact that 25% is considered a standard for a first payment on a home, the board of directors was up against a tough proposition. No less than 20 big contractors and building companies were interviewed and our requirements laid before them, but in almost every instance we were turned down without a personal visit on their part being made to our city.

"Four of these builders, however, came to Torrance and spent considerable time looking over the situation, and then decided to invest their money elsewhere. The Board of Directors then decided that a local Mutual Building & Loan Association might be the solution, so after several conferences, with various Building & Loan Association executives, the TORRANCE MUTUAL BUILDING & LOAN ASSOCIATION was organized and is now in operation. The Security Housing Corporation of Los Angeles which finances the purchase or building of a home up to 70% of its value was also induced to start operations here.

"In addition to, and while the above three important activities were being grought about, the following activities were either consummated or are being worked on:

"The deplorable condition of Western avenue between Electric avenue and 190th street was called to the attention of the County Supervisors and the Los Angeles City Council and the latter body promised to improve this street and stand one third of the expense if the abutting property owners and the county would stand the balance. This decision was reached after about fifteen meetings with various city and county officials and the circulating of a petition in Torrance, Keystone Acres, Lomita, Moneta and Gardena requesting it. Efforts have been made for the past 3 years to get some action on this important road leading into Torrance.

"Immediately after it became known that the Santa Fe Railroad was contemplating entering Los Angeles Harbor from the west over a line to be constructed from a point on its Redondo Beach and El Segundo branch opposition to it sprung up from many sources and on varied pretexts. The property owners on E. street in Wilmington protested because they said it would ruin that street for a residential street. The Bixby Slough district residents protested because they thought it would interfere with the development of Bixby Slough. The property owners along Slauson avenue in Los Angeles protested because they said that vehicular traffic would be delayed and endangered by having so many trains crossing so many main traffic arteries at grade. The district north and east of Long Beach up toward Whittier wanted their territory developed and said that was the logical route for freight trains to be diverted to the harbor. Some of the executive committee of the Regional Planning Conference want a unification of tracks between the city of Los Angeles and the Harbor and want the present Union Pacific tracks used for that purpose. In view of these various objections being very persistent in bringing their objections to the various officials, commissions and committees, it has necessitated no less than 14 trips into Los Angeles on the part of the committee handling this matter which is so vital to the interests of Torrance, present and future."

Other no less important activities referred to by Secretary Pottinger in his comprehensive recapitulation were the Highland avenue extension, by which it is expected to divert a large portion of traffic through Torrance by way of Carson about half a mile west of the city limits; the deplorable and at times impassable condition of Carson street and Ocean avenue in Keystone Acres, the improvements asked for being granted in less than a week; and the desirability of a Western Union telegraph station for Torrance. As this company has a working agreement with the Santa Fe, it is expected that the recommendation of the District Field manager that a station be established here will be granted on the advent of the railroad in this district.

The committee, appointed to investigate the telephone situation with a view of getting better service and over a larger area, are taking the matter up with the Telephone Company and the State Railway Commission to see what can be done.

The Chamber of Commerce recommended to the City Trustees

# Fall Apparel

**Hart, Schaffner & Marx Suits**

\$37.50 to \$45.00

TWEEDS, SERGES, WHIPCORDS

All Patterns — New Styles  
Nifty Shades

## Fall Hats

\$3.00 to \$4.50

The Very Latest in Fall Shapes

**Not Only Seasonable---  
But Sensible**

—Sensible in Style—stressing individual distinction rather than blind conformity.



Copyright Hart Schaffner & Marx

—Sensible in Fabric—presenting materials that have the mark of durability as well as beauty of appearance.

—Sensible in Price—marked with regard to intrinsic value rather than reasonable fluctuations.

You will be interested in what we offer

Suits Cleaned and Pressed - - - - \$1.00  
Suits Sponged and Pressed - - - - 50c  
(24-Hour Service)

**Carters, Packards  
Walk-Over Shoes**

Known the world over for wear and comfort

\$4.50 to \$7.50



# Torrance Toggery

SI RAPPAPORT

The Only Exclusive Men's Store in Torrance

PHONE 123

BURKHARDT BLDG.



**The Range You'll Want  
for Beauty, Service  
and Pride**

Tappan Eclipse Ranges  
DeLuxe Water Heaters  
Humphrey Radiant Fire  
Heater

ASK US ABOUT THE PRIZE DRAWING  
WE WILL HAVE NEXT WEEK

H. R. Tulp W. C. Bauman

**Lomita Plumbing Co.**  
PLUMBING and GAS FITTING  
Repair Work a Specialty

Lomita, Cal.

**FUNERAL DIRECTOR**

17 Years' Practice in Gardena Valley  
Services either at home or in our Chapel.

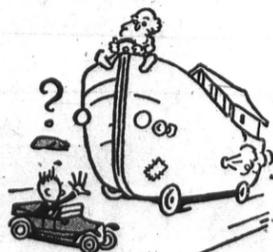
**J. D. GREEN**

PHONE 1015

GARDENA

## AUTOMOBILE INSURANCE

LIABILITY :: PROPERTY DAMAGE :: COLLISION



### The Ancient Ark

You meet it all the time—coming at you only half under control. Smash! goes your car. How comforting to remember in that exasperating moment that you have INSURANCE.

Call Us on the Telephone  
We will Furnish Information  
or Send Some One to See You

A. H. BARTLETT H. H. DOLLEY

**Torrance General Insurance Agency**

L. O. Stevens, Mgr.

1211 EL PRADO

PHONE 130-W

THE TRAVELERS, Hartford, Connecticut

that they purchase a site on which could be erected a city hall. The City trustees acted on this recommendation and the site was purchased.

The Board of Directors authorized and endorsed the compilation and publishing of a city directory, which was off the press in May.

Referring to the necessary time devoted to outside conferences the secretary pointedly spoke of the many meetings of the Regional Planning conference attended for three days by two delegates from Torrance.

To quote further from the secretary's report:

"The development of the oil district in our Western City limits and the construction of the Santa Fe Railroad will necessitate the employing of a small army of men, and the establishment of a large camp from which they will operate. It was reported that this camp was to be established over near Redondo Beach, so a delegation waited on the Santa Fe officials and secured the promise from them that the camp would be located just outside the western city limits of Torrance."

The meetings of the Fourth Supervisory district chambers of commerce were touched upon by Pottinger in which he stated that from seven to fifteen delegates from Torrance attended each of the monthly meetings of this organization, of which George Proctor is president and Alfred Gourrier is Torrance, is secretary.

To again quote the secretary's report:

"This annual entertainment chautauqua was handled in a very commendable manner by the committee appointed to look after it. It required about 20 conferences of from 30 minutes to three hours. While Torrance is not noted as

a convention city, the Southern California Association of Commercial Organization Secretaries; the Fourth Supervisory District and the Honor class of the Pasadena High School were all ably taken care of when they chose this for their meeting place and a great deal of favorable publicity has resulted from their being here.

"Visits have been made to most of the cities in Southern California to inspire and cement the friendship between communities which is so essential to the upbuilding of this territory. These visits have been the means of attracting a number of prospective investors and citizens to Torrance.

"Under the heading of industries the Board of Directors want to say that they have been more concerned with providing a place to live for the large army of people who are now working here and not living here, because with the coming of industries, would come also an even greater demand for houses than that which now exists. They have, however, interviewed representatives of the following lines of business who said they were looking for a location for a factory: shoes, trunks, electric washing machines, water pumps, leather, kiddie-kar, die-stock handle, automobiles, spark-plugs, wrenches, auto tires, concrete lumber. In every instance they want financial assistance ranging from \$20,000 up to \$25,000 and as we are unable to give these amounts they did not locate here. With the exception of the washing machine companies, who located in Los Angeles, we have not heard that the others have located any place yet. The practice of offering inducements in the form of land, cash, free rent, etc., to prospective industries has been abandoned by

most communities because it has proven very unsatisfactory. Now, however, that the housing problem is in a fair way of being solved the Board of Directors are starting an aggressive campaign to secure more industries."

In concluding the highly interesting and instructive report Secretary Pottinger touched briefly on the success of the late fiesta; the publicity committee, the members of which have been very active in handling the publicity for the bond issue for the sewage disposal and the paving of Arlington and Carson streets and the distribution of "boost" literature throughout the State.

Under the heading of "Clearing House or Service Department" Secretary Pottinger said, to quote from his report:

"This department of your Chamber of Commerce is one of the most important for it handles the stranger after the work of the other committees have succeeded in getting him to come and visit us."

"This department has placed nearly 100 people in various positions and has found homes for about 50 families.

"According to statistics each of these families will put at least \$1,000 in circulation in this community, each year.

"A Chamber of Commerce, like any other big business, takes time to get established, and the number of accomplishments attained by the Board of Directors of your Chamber of Commerce are such as to merit the whole hearted and unselfish support of every resident in getting it established. Without this support they can do nothing, and their future plans will be measured entirely by the support you give them. Put your shoulder to the wheel and let's go, for a Bigger, Better, and Busier Torrance."